

CLAIMS

What is claimed is:

1. A method for allowing programming providers to offer subscribers one or multiple programming events, the method comprising:
 - a. associating at least two events to create a package for offering to subscribers;
 - b. displaying to the subscribers information concerning:
 - (1) the package; and
 - (2) upon selection by the subscriber, at least one of the at least two events comprising the package.
2. The method of claim 1 in which the association step comprises combining events that are related by content, time, channel or source.
3. The method of claim 1 in which the displaying step comprises providing a program guide and a navigator by which subscribers can access information of interest within the program guide.
4. The method of claim 1 further comprising initially showing packages so that only the channel and time information concerning the package are displayed.
5. The method of claim 4, wherein the showing step further comprises expanding the display to include the channel and time information concerning at least one of the events comprising the package.

6. The method of claim 1 further comprising the step of displaying to the subscribers information concerning packages in a collapsed mode in which only the time information concerning the package are displayed.
7. The method of claim 6, in which the step of displaying to subscribers information concerning individual events, within each package, in an expanded display mode in which the time and channel information concerning the events are displayed.
8. A method for offering users additional programming information concerning events of interest, comprising:
 - a. associating an electronic programming guide ("EPG") with a display device or set top box ("STB");
 - b. providing the EPG programming data;
 - c. allowing the user to command the EPG selectively to display:
 - (1) individual events of interest;
 - (2) packages of interest
 - (3) individual event making up packages of interest; or
 - (4) programming information describing items (a)-(c).
9. The method of claim 8, wherein the providing the EPG programming data further comprises providing information selected from the group consisting of: pricing, content and scheduling information.
10. An electronic programming guide ("EPG") deployed on an STB or display device for displaying to users information concerning programming, the EPG comprising:

- a. a screen showing at least two products for selection by the user, wherein at least a first product comprises two or more separate programming events; and
 - b. a control for allowing the user to select the first product and display additional information describing each of the programming events.
11. The program guide of claim 10 in which the control is a remote control.
12. The program guide of claim 10 in which the processor is adapted to receive a command to cause the screen to show package information in a collapsed mode in which only limited scheduling information concerning the package's events are shown to the subscriber.
13. The program guide of claim 12 in which the processor implements a zoom mode in which the subscriber may access additional information describing at least one of the two programming events within the package.
14. The program guide of claim 12 in which the processor is programmed to autotune or autorecord to at least one of the two programming events within the package.
15. A method for organizing and presenting program information within a guide that is accessible by a subscriber who can thereby select programs of interest, the method comprising:
 - a. displaying (1) a product wrapper comprising at least two programming events and (2) programming information associated with the package;
 - b. allowing the subscriber to call up programming information associated with each of the events forming the package; and

c. allowing the subscriber to purchase either the package or at least one event forming the package.

16. The method of claim 15, in which allowing the subscriber to call up programming information further comprises displaying to the subscriber information selected from the group consisting of pricing, content and scheduling.
17. The method of claim 15, in which allowing the subscriber to purchase further comprises selecting whether a package or event is being purchased.
18. The method of claim 17, in which selecting further comprises 1) using a remote control to highlight the package and 2) communicating to a content provider that either the package or the event is being purchased.
19. The method of claim 17, in which selecting further comprises 1) expanding the display to individually show the events forming the package, 2) highlight at least one event and 3) communicating to a content provider that the at least one event is being purchased.
20. The method of claim 17, further comprising billing the subscriber for the purchased programming.
21. A method for presenting and allowing viewing of an EPG that displays programming packages comprising two or more programming events, the method comprising:
 - a. viewing an EPG that comprises programming information associated with programming packages;

- b. selecting a programming package by toggling a key on a remote control device to thereby highlight the selected programming package; and
- c. toggling a key on a remote control device to cause the EPG to display a second view that at least includes programming information associated with at least a first event comprising the selected programming package.
22. The method of claim 21 further comprising the steps of remotely causing the EPG to display additional information concerning the selected programming event.
23. The method of claim 21 further comprising the step of remotely selecting (1) a second programming event adjacent in time presentation or channel to the first selected event or (2) a second programming package.
24. The method of claim 21, further comprising the step of remotely allowing the purchase of either a package or one or more of the events forming the package.
25. The method of claim 24, in which remotely allowing the purchase further comprises selecting the programming to be purchased using a key on the remote control.
26. The method of claim 25, in which the remotely allowing the purchase further comprises communicating to a content provider that the programming is being purchased.
27. The method of claim 26, in which communicating further comprises pressing a button on the remote control, which causes a signal to be sent to the content provider.
28. The method of claim 24, further comprising billing for the purchased programming.

